

Vision & Executive Summary

THE VISION

The neighborhoods within the Five Wounds/Brookwood Terrace (FWBT) area represent a “small town” in close proximity to San Jose’s vibrant metropolitan core. Neighbors visit along welcoming streets, and the scale of development and pace of life focuses on a sense of community. People are able to walk easily throughout the neighborhood, on streetside sidewalks and creekside trails that are enjoyable and convenient. Access to regional transit, with comfortable places to wait, is available within the community, while maintaining the area’s “small town” character.

Neighborhood-serving retail, services, parks and schools – and regional transit – are all supported within walking distance of most homes. The community’s residential areas are quiet and restful. Residents in the community, especially youth, are well-served by parks and recreation in convenient walking distance from their homes. Housing opportunities are provided for a range of income and age groups. There are diverse residents and family types.

Commercial areas have been reinvigorated – offering a wealth of quality, affordable goods to meet the needs of all area residents. Even with new development, community assets are preserved and protected, including built assets (e.g. churches, social halls, community centers, and historic buildings), and natural assets (e.g. creek corridors and heritage trees). The visual quality of architecture in the area, especially lining commercial corridors, is high-quality and respects the area’s history.

Cultural events, such as community theatre, outdoor concerts, and social club activities, are supported and public art is integrated throughout the area. The cultural center of the community is the new “Town Square,” located adjacent to the historic Five Wounds Church, new MIXed-Use development, and East Santa Clara Street and regional transit.

This is our vision. We hope all who will be involved in helping to shape the future of this area (such as our partners in the City, VTA and private developers) will work with us to create a “Small Town San Jose” that all can enjoy.

EXECUTIVE SUMMARY

The *Five Wounds/Brookwood Terrace Neighborhood Improvement Plan* was developed as a shared vision for future actions between residents, businesses, and the City of San Jose as part of the Strong Neighborhoods Initiative launched in January 2001. During this community-based process, community members:

- authored “*Principles for Transformation*,”
- guided land use, building, public improvement recommendations; and
- prioritized actions.

By defining core values and goals, the *Principles for Transformation* represent an important point of reference for all aspects of the document. *Principles for Transformation* are described in *Chapter III*, along with “*Concepts for Neighborhoods and Districts*”.

In short, the core Principles and Concepts emphasize:

Walkability & Small Town Character – so people can walk easily and comfortably to local recreation, shopping, and other destinations;

Cultural Enhancements – to conserve and leverage the area’s distinctive cultural and natural assets;

Recreation & Activities – to improve the range, accessibility, and safety of parks and trails in the area;

Economic Diversity – to support local businesses, while recognizing the need to connect residents and businesses to regional opportunities; and

Transportation – so that transportation improvements improve the life of area residents by supporting pedestrians and capitalizing on regional transit.

Goals embedded within the Principles for Transformation form the foundation for the ways the *Improvement Plan* will be implemented, including:

- recommendations for **public improvements** (*Chapter IV*);
- guidelines for **buildings** (*Chapter V*); and
- specific **actions** that can be taken to improve the area (*Chapter VI*).

Through a series of community and Neighborhood Advisory Committee meetings, Five Wounds/Brookwood Terrace residents prioritized over 100 actions and selected the following **“Top Ten Priorities”** to focus resources and leverage the greatest community benefit:

1. Develop an Economic Strategy for Improving the William Street and 24th-McLaughlin Commercial Node;
2. Improve the McLaughlin Avenue Streetscape and Make Pedestrian Enhancements;
3. Improve Traffic and Pedestrian Flow and Control at 33rd & McKee;
4. Improve and/or Redevelop Existing Retail Sites at McKee and 33rd;
5. Complete Selma Olinder Park;
6. Improve William Street Pedestrian Environment and Streetscape;
7. Complete the Coyote Creek Trail between Kelley Park and Highway 101;
8. Expand Housing Rehabilitation Programs and Outreach;
9. Create an East Santa Clara-Alum Rock Parking Strategy; and
10. Increase Opportunities for Youth & Teen Activities.

With a longer-time horizon than the Top Ten, **“On-Deck Priorities”** will deserve focused attention in the future, as opportunities for implementation present themselves. These priorities include:

11. Develop a Program, and a pilot project for the Five Wounds/Brookwood Terrace Area for Putting Utilities Underground;
12. Create a Town Square near Five Wounds Church;
13. Redevelop the “San Jose Steel” Area as a New Transit-Oriented, Mixed-Use Urban Center; and
14. Protect and Continue the Existing Small Town Character of the East Santa Clara – Alum Rock Corridor.

Where funding is immediately available for improvements, City staff, community members and other potential partners can move expediently toward implementation. Where funding is not available, a **“Matrix of Actions”** (*Chapter VI*) provides the direction in which City staff and community organizations can focus their search for funds to make improvements that are a high priority for the community. The Mayor and City Council have earmarked a minimum of \$100 million dollars to be allocated to Strong Neighborhoods Initiative projects city-wide over the next five years. Community Development Block Grants (CDBG) and the City’s Capital Improvement Program (CIP) are also traditional means of obtaining funding for neighborhood improvement. Other potential funding sources have been identified for each of the improvement actions that make up the Matrix of Actions.